CONSUMER: Limit – one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840. © Philip Morris Inc. 1996.

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PLD-2-S/C-1.00/UPC

PARLIAMENT

Lights

2061037721

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings: Box 8 mg "tar," 0.7 mg nicotine; Soft 9 mg "tar," 0.7 mg nicotine – 100's: 12 mg "tar," 0.9 mg nicotine – Menthol

* Kings: Box 11 mg "tar," 0.8 mg nicotine; 100's: 13 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

PASS THIS ALONG TO A FRIEND

We'd like to send you special offers. That's why we asked your friend to share this survey with you. Please take a few minutes to complete and *return it.* This survey is for smokers aged 21 and over. Thanks for your help!

Please print information below.

☐ Mr. ☐ Mrs. ☐ Ms. Phone: ( )

Name

Address Apt.

City State Zip

1. Which of the following best describes you? (Check one.)
   ☐ White ☐ African-American ☐ Asian
   ☐ Hispanic ☐ American Indian ☐ Other
2. What is your regular brand of cigarettes (the brand you smoke most often)?
3. Is your regular brand...? (Check one.)
   ☐ Regular/King Size ☐ 100's ☐ 120's
4. Is your regular brand...? (Check one.)
   ☐ Menthol ☐ Non-Menthol
5. Is your regular brand...? (Check one.)
   ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
   ☐ Light/Mild ☐ Medium ☐ Full Flavor
6. What, if any, was your previous brand?

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7. If your regular brand was not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Capri	☐ Monarch	☐ Store/Generic
☐ Basic	☐ Carlton	☐ Montclair	☐ Superslims
☐ Benson & Hedges	☐ Doral	☐ More	☐ True
☐ Best Buy	☐ GPC	☐ Newport	☐ Vantage
☐ Best Value	☐ Kent	☐ Now	☐ Victory
☐ Bristol	☐ Kool	☐ Parliament	☐ Virginia Slims
☐ Bucks	☐ Magna	☐ Pyramid	☐ Winston
☐ Cambridge	☐ Marlboro	☐ Raleigh Extra	☐ None
☐ Camel	☐ Merit	☐ Salem	☐ Other (brand)
	☐ Misty	☐ Sterling	

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in the exact number of packs for each brand below. Note: carton equals 10 packs.)

Brand Name	# of Packs

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (required) X

Birth Date (required) / / Today's Date / /

TEAR HERE

TEAR HERE

8270200348554496
Mr. John Q. Sample
Apt #A
123 Any Street
Anytown, US 12345-6789

2061037721

Source: https://www.industrydocuments.ucsf.edu/docs/lifp0003